MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 3, 2022/2023 (TERM ID 2230)

LCT1017 – COMMUNICATION THEORIES

(All sections)

3 OCTOBER 2023
9.00 a.m. – 10.00 a.m.
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of **ONE** page only.
2. Answer **ALL** questions.
3. Write your answers in the ***Answer Booklet.***

SECTION A: STRUCTURED QUESTIONS [40 MARKS]

Instruction: Answer *ALL* questions.

1. Define "theory". (2 marks)

2. Explain the difference between a linear communication and an interactional communication. (2 marks)

3. Social penetration theory was developed by Altman & Taylor (1973) to explain how information exchange functions in the development and dissolution of interpersonal relationships. Vital to social penetration is *breadth* and *depth*.
   a. Explain *breadth* and *depth* and provide an example for each. (4 marks)
   b. Explain the norm of reciprocity that is fundamentally situated within these interactions with an example. (2 marks)

4. Cognitive dissonance by Festinger (1957) refers to the mental discomfort that results from holding two conflicting beliefs, values, or attitudes. Everyone experiences cognitive dissonance to some degree but that does not mean that it is always easy to recognise.
   Provide THREE (3) examples of cognitive dissonance inconsistency-related discomfort in everyday life. (6 marks)

5. The "cannot not" part of that last sentence is the first and best known of Paul Watzlawick's *five axioms of communication*. Explain what ***"One cannot not communicate"*** means. (2 marks)

6. The cultural approach to organisational communication (Deetz, 1982) takes a humanistic look at an organization by considering artifacts, values, and assumptions that occur because of the interactions of organisational members. Explain "artifacts" in an organisation. (2 marks)

7. a. Explain the main idea of cultivation theory. (2 marks)
   b. Explain cultivation theory in social media. (2 marks)

8. a. Explain agenda-setting theory, (2 marks)
   b. Explain any ONE (1) media outlet that engages in agenda-setting. (1 mark)
   c. Explain by giving an example of the media outlet in 8(b) above. (2 marks)

9. Function refers to what communication does. A group has to successfully fulfil ***four*** requisite functions to achieve good decisions. List and explain these functions. (8 marks)

10. Ting-Toomey (1988) and other face negotiation theorists are concerned with *face*. Define the word *face*. (3 marks)

End of Paper